

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:	Atty.Docket No.:	007412.00794
<b>John S. Hendricks</b>		
Serial No.:	Group Art Unit:	2421
Filed:	Examiner:	Dominic Saltarelli
For:	Confirmation No.:	9915
METHOD AND APPARATUS FOR SWITCHING TARGETED ADVERTISEMENTS AT A SET TOP TERMINAL		

**AMENDMENT**

U.S. Patent and Trademark Office  
**Mail Stop: Amendment**  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Dear Sir:

This paper is in response to the non-final Office Action mailed November 6, 2009; please amend the instant application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the Listing of Claims, which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.

The Shortened Statutory Period expires on February 9, 2010 (February 6 was a Saturday, and Federal agencies in the DC area were closed on February 8 due to a snow emergency), so no extensions are believed due with this filing. However, any required extensions are hereby requested, and the Commissioner is authorized to charge any fees due at this time to our Deposit Account No. 19-0733.